



**LeaderBoom**  
THE NEXT FACE OF LEADERSHIP

# Menu of Learning Programs

Accelerating the Performance Potential  
of Individuals and Teams



2024

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## Empowering the Potential of the 21st Century Workforce

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### Five Generations in the Global Workforce

Generation	Born	Attributes	Career Goals	Mentoring	Retention	Workplace
<b>Traditionalists</b>	1925-1945	Loyal, Obedience, Dedication, Sacrifice	Build Legacy, One Company	Not Required	Loyalty	Office Only
<b>Baby Boomers</b>	1946-1964	Optimism, Work Ethic, Team Orientation	Build a single Career	No Negative Feedback	Salary	Long hours-office only
<b>Generation X</b>	1965-1981	Positive attitude, Goal Oriented, Multi-tasking, Think Globally	Transferable Career	Not Required	Security/ Salary	Office/Home - desires flexibility
<b>Generation Y (Millennials)</b>	1982-1994	Confidence, Sociability, Morality, Diversity, Technology Savvy	Multiple Careers, Multiple Industries	Constant feedback	Personal Relationship	Office/Home, Flexibility
<b>Generation Z (Digital Natives)</b>	1995-2012	Diversity, Social Responsibility, Global Connectivity, Technology Sophistication	Gen Z prefers communicating through social networks and instant messaging, and considers email to be "so yesterday". Just starting to enter the workforce.			



Source: LeaderBoom Inc and ASTD Global HR Conference



# Introduction

If you have a global organization, or work in one, chances are you're feeling pressure to balance the demands from your market and employees that simultaneously span a range of cultures, functions, sectors and demographics.

At LeaderBoom, we recognize the unprecedented challenges facing today's global business community and have designed, "Just in Time" learning solutions that inspire and empower leaders to take their performance to the next level.



*"The millennial generation will make up more than 75% of the workforce by 2025."*

Dan Schawbel, Millennial Branding

This compelling statistic suggests a requirement for integrated development programs, to include training, mentoring, coaching and transference of knowledge on effective leadership strategies. Empowering a workforce to reach their maximum potential makes good business sense because they feel motivated to drive market leadership while navigating through perpetual change and challenge.

# Global Research

The new era of globalization is forcing organizations to consider new styles of leadership that effectively navigate mobile and diverse employee populations through unprecedented change. For this reason, in 2014, LeaderBoom Inc. completed a study to gather key insights from global leaders on the 21st Century requirements for building high performing leaders and innovative teams. The purpose of our study was to help forward thinking organizations to identify ground breaking world class solutions for effectively leading multi-cultural, multi-generational and multi-functional teams toward multi-dimensional goal execution.

## Our research revealed:

1. There are patterns of systemic challenges facing global corporations
2. Organizations have a very specific role to play in developing emerging leaders
3. There is a clear ROI in building leadership capability to align diverse teams
4. Required attributes of effective 21st Century Leaders



Building a corporate culture of self-aware leaders and intrapreneurial thinking is a viable solution but it requires organizations to be willing to recognize good ideas and to empower their teams by providing the trust, resources and freedom within a framework required to be successful. To thrive as a leader in the 21st Century, organizations must consider the following:

- Encouraging workplace innovation and workforce inspiration to drive value and sustainable competitive advantage
- Establish internal values and goals that are widely shared and replace traditional command and control management systems
- Improving social and emotional intelligence skills (self-awareness, listening, communication, collaboration) considered to be the new currency for today's workforce

These are just a few of the suggestions resulting from our 2014 global study. For more insights on our leadership research visit <http://www.slideshare.net/LeaderBoom> or [www.leaderboom.com](http://www.leaderboom.com)



# Delivery Methods

## Community Oriented Learning

At LeaderBoom, we address these demands by collaborating with world class thought leaders, experienced global executives, higher institutions, governments and non-profits to offer customized leadership development programs designed to accelerate individual, team and organizational performance.

LeaderBoom's diverse delivery methods and integrated approaches engage participants in the open and collaborative discussions required to enrich their learning experience and stimulate real behavior change that generates success for the business and the individuals.

From our 2014 research with fifty leaders living in four continents, we have learned that cultivating workforce self-awareness in leaders, the first component of emotional intelligence, will be the cornerstone to creating organizational success in today's globalized, highly networked, and partnership oriented environments.



*"The inner sustainability of people creates outer sustainability in organizations and society."*

Ann Marie MacDougall, MBA, eMBA,  
Founder and President, LeaderBoom Inc.

The wide range of learning methodologies in our programs allows for participants to directly experience and adjust to diverse communication patterns, recognize common intercultural and intergenerational barriers to creating high performing teams, accelerate self-awareness and improve agility in dealing with change.



# Professional Communication Mastery

## 3 Course Certification Program

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**Duration:**

18 Hours

**Fee:**

TBD

(Payment in full is required at time of enrollment.)

**Certificate Credit:**

Professional Communication Mastery

### 1. Introduction to Professional Communication

Effective communication involves exchanging ideas with others using a variety of methods, such as words, gestures, voice tone, facial expression and body posture. Leaders who excel at interpersonal skills are highly valued in organizations because effective communication enables teams to navigate through the unprecedented complexity of the 21st Century.

**Learning Objectives:**

After completing this module and participating in the interactive class discussion, participants should be able to:

- Learn the basics of effective interpersonal communication
- Demonstrate the basics of how to analyze their professional situation to communicate messages that respond to practical challenges and build productive relationships

### 2. Advanced Professional Communication

Success in business is dependent not just upon the instant connection of today's technology, but on the power of personal relationships. Effective communication underlies the efficiency of key business functions such as managing, training, selling and resolving conflicts within an organization. Whether communicating with your staff, potential clients, and colleagues or in public forums, leaders need to advance their communication skills to reach their goals and full potential.

**Learning Objectives:**

After completing this module and participating in the interactive class discussion, participants should be able to:

- Learn the advantages to developing an integrated corporate and social media plan that can be used to enhance professional communications
- Learn how to effectively respond to the diverse needs of individuals and teams

# Professional Communication Mastery

3 Course Certification Program



## 3. Professional Communication Mastery

To reinforce the new knowledge and theory taught in the first two course credits, we provide students with an experiential learning opportunity by having them practice their professional communication skills in class simulations representing real-world challenges and develop an integrated communication plan that can be deployed in a professional setting.

### Learning Objectives:

After completing this module and participating in the interactive class discussion, participants should be able to:

- Learn how to design an effective corporate communication framework
- Demonstrate their learning of enhanced professional communication through in-class public speaking and business case presentation

### Duration:

18 Hours

### Fee:

TBD

(Payment in full is required at time of enrollment.)

### Certificate Credit:

Professional  
Communication  
Mastery



*"A workforce that feels supported will remain focused and connected even under the most difficult of circumstances."*

Dr. Thomas W. Schrepfer,  
PhD, LL.M, MBA, EMBA-HSG,  
M&A Strategy Expert, Baden,  
Switzerland



# Leadership Change Mastery

3 Course Certification Program

**Duration:**

18 Hours

**Fee:**

TBD

(Payment in full is required at time of enrollment.)

**Certificate Credit:**

Leadership  
Change Mastery

## 1. Introduction to Change Mastery

The world is changing and those changes are accelerating rapidly. Every layer of leadership is required to move a company forward, delivering on key strategic objectives and achieving business results. In this engaging module we provide participants with global know-how on how to feel empowered and create organizational breakthroughs during periods of accelerated change.

**Learning Objectives:**

After completing this module and participating in the class discussion, participants should be able to:

- Learn five global trends influencing 21st century leadership
- Learn common change leadership roadblocks and how to overcome them
- Learn effective change management frameworks
- Learn how to reframe the context of change as a positive force for personal empowerment, potential and growth
- Learn how to build inner sustainability while navigating complex change



*"LeaderBoom's goal alignment framework is an enablement tool that helps us to create visibility, clarity of purpose and check for strategic alignment during times of perpetual change."*

Sharmila Ali, MBA, BSC,  
IT Service Business Leader,  
Toronto, Canada



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# Leadership Change Mastery

3 Course Certification Program



## 2. Advanced Change Management

Business transformation through process automation is a key area of global focus, and yet it is not the only trend on the horizon. According to recent global economic reports, temporary work clusters are also forming across sectors for the purpose of developing new strategies, 'just in time' solutions, networking and forecasting business cycles that are tough to pin down. In this advanced training of our change mastery program, we explore global best practises and examine real-world case studies for successful multi-change execution .

### Learning Objectives:

After completing this module and participating in the class discussion, participants should be able to:

- Learn essential frameworks for leading change in highly networked, team-based, and partnership-oriented environments
- Learn global best practices for negotiation and collaborative problem solving
- Learn breakthrough tools for creating integrated change communication plans
- Discuss methodologies used in real-world case studies for successful multi-change execution and planning



*"LeaderBoom Inc. and Ann Marie MacDougall were exceptionally skilled in navigating the key areas of our strategic focus by providing quality research, sharing strategic insights and initiating high value business relationships.*

*I definitely encourage any global company looking for strategic business and research support to reach out to them."*

Patricia Olby Kimondo, CEO People Productions, Stockholm, Sweden

### Duration:

18 Hours

### Fee:

TBD

(Payment in full is required at time of enrollment.)

### Certificate Credit:

Leadership

Change Mastery



# Leadership Change Mastery

3 Course Certification Program

**Duration:**

18 Hours

**Fee:**

TBD

(Payment in full is required at time of enrollment.)

**Certificate Credit:**

Leadership  
Change Mastery

## 3. Leadership Change Mastery

To reinforce and deepen the new knowledge taught in the first two credits, we provide participants with an experiential learning opportunity by having them develop and present an integrated change execution strategy, on a real-world business challenge, to a panel team of leading executives and academics.

**Learning Objectives:**

After completing this module and participating in the class discussion, participants should be able to:

- Learn how to design, present and implement a successful enterprise-wide change management strategy
- Build confidence on how to execute change in high performing teams
- Learn how to apply course learnings in a real-world context
- Learn how to develop “Just in Time” solutions for real-world business challenges



*“LeaderBoom’s seminar presents vital global trends, insights and solutions in sustaining high performance, high-impact teams and workplace cultures. I left inspired with new insights and a fresh perspective on how to more effectively impact change in the workplace.”*

K. Goulet, Director, Inclusion, People Strategies and Insights, Canadian Banking, Toronto

# Leadership Empowerment and Innovative Thinking

3 Course Certification Program



## 1. Intrapreneurship 101: Building Innovation Mindset in High Performing Teams

In this ground-breaking experiential workshop we review global best practices for developing an entrepreneurial team framework in the context of an organizational setting. The core benefit is to learn how to leverage the unique skills and capabilities in highly networked teams to maximize business innovation and organizational performance.

Intrapreneurs are people or groups within a business or cross-functional team who take direct responsibility for identifying corporate solutions and turning ideas into profitable finished products through assertive risk-taking and innovation. Intrapreneurship 101 provides in-depth training in our core team leadership methodology and is based on the belief that intrapreneurship can be learned, practiced and mastered.

### Learning Objectives:

After completing this module and participating in the class discussion, participants should be able to:

- Focus like an intrapreneur, “Think Global, Act Local”
- Demonstrate key concepts and behaviours in intrapreneurial leadership
- Recall models of intrapreneurship applied in business environments
- Create base frameworks for optimizing cross-functional team success
- Analyse and apply intrapreneurial solutions to core business challenges

### Duration:

18 Hours

### Fee:

TBD

(Payment in full is required at time of enrollment.)

### Certificate Credit:

Leadership  
Empowerment  
and Innovative  
Thinking





# Leadership Empowerment and Innovative Thinking

3 Course Certification Program

## 2. Women in Leadership: Empowering Your Performance

**Duration:**

18 Hours

**Fee:**

TBD

(Payment in full is required at time of enrollment.)

**Certificate Credit:**

Leadership Empowerment and Innovative Thinking

What defines empowerment? Empowered leaders are true to themselves at all times and are willing to share their unique skills and capabilities for the benefit of others. Empowered leaders behave in progressive, collaborative and inspiring ways because they are aligned with who they are, not what they are. From a corporate perspective, cultivating empowered mindsets in leaders makes good business sense because they inspire their teams to higher levels of performance and drive market leadership.

**Learning Objectives:**

After completing this module and participating in the interactive class discussion, participants should be able to:

- Demonstrate awareness of five global forces converging to affect the 21st Century Workplace
- Demonstrate key concepts and behaviors for communicating career aspirations that will help to influence career progression
- Learn effective tools for overcoming fear of leading high performing teams
- Demonstrate key concepts for strategic focusing and decision making
- Learn how to network and build cross-functional strategic alliances



*"Ann Marie MacDougall get's our highest recommendation for her professional approach and engaging delivery style. Her unique global insights help emerging women leaders feel empowered and focused to take their performance to the next level."*

ACCES Employment



# Leadership Empowerment and Innovative Thinking

3 Course Certification Program



## 3. Leadership Self-Awareness: Actualizing Your Potential

Why is self-awareness important in the corporate world? Because the more leadership responsibility we have, the more challenges we must manage. New research is demonstrating that true success originates from within, independent of external circumstances. Leaders who are able to navigate challenges consistently, fairly and confidently are able to do so because they lean on core principles developed through self-awareness.

Our breakthrough Leadership Self-Awareness: Actualizing Your Potential workshop addresses the “Inside-Out” dimensions of personal leadership, helping participants define their passion, purpose and vision for their next steps in life and at work. In this workshop global leaders learn a road-map for creating the inner sustainability required to develop a clearer sense of who they are, create capacity for self-renewal, clarify their options and develop the inner power and confidence necessary to make tough business choices. When we are not clear about who we are, we often feel pressured by even the smallest demands and simplest requests.

### Learning Outcomes:

After completing this module and participating in the interactive class discussion, participants should be able to:

- Understand what leadership self-awareness is and how it can be cultivated
- Identify emotional, cultural and personal drivers, unique skills and capabilities
- Demonstrate knowledge of tools for overcoming limiting thoughts, fears and building leadership confidence
- Learn 21st Century strategies for creating inner-sustainability during times of accelerated leadership pressure, change and complexity
- Demonstrate increased self-awareness during times of critical decision making

This course requires participants to produce a 30 to 40-page journal, case study research paper, or project in another form of equivalent scholarship and depth on personal self-awareness experiences relating to the theory. Group participants will normally have a designated leader to oversee their work, although it is expected that their efforts will be largely self-directed.

### Duration:

18 Hours

### Fee:

TBD

(Payment in full is required at time of enrollment.)

### Certificate Credit:

Leadership  
Empowerment  
and Innovative  
Thinking



# Community Service Leadership

## Service Leadership: Building Inclusive Thriving Communities

**Duration:**

18 Hours

**Fee:**

TBD

(Payment in full is required at time of enrollment.)

**Certificate Credit:**

Community Service Leadership

In response to the mounting pressures of rapid globalization, key decision makers in business, government, higher institutions, non-profit organizations and community agencies are forming temporary work clusters to share their ideas and take decisive action to solve social and community issues.

**Why is Community Based Service Leadership Important?**

According to the United Nations Department of Economic and Social Affairs, there is growing international recognition that investment in social inclusion will be a core foundation to economic prosperity and social well-being in the 21st Century. Successful countries in the global era will develop the social capacities of people, leaders and communities, no matter the social class, gender, culture or background, to live in states of mutual trust and integrity.

**Service Leadership Program**

In this ground breaking program we provide emerging leaders with real-world insights on systemic issues creating barriers to social inclusion and review effective collaboration models used to co-generate knowledge and execute high impact solutions for building healthy and connected communities. In addition, we deepen applied learning on this subject by inviting community leaders to join the class discussion and by scheduling group participation in a half-day community service event.

**Learning Objectives:**

After completing this module and participating in the experiential learning event, participants should be able to:

- Understand 21st Century systemic barriers to creating thriving inclusive communities
- Demonstrate how to think decisively when using collaborative models for strategic planning
- Learn critical thinking skills for assessing problems, opportunities and choosing appropriate responses to address them
- Learn self-awareness and reflection skills used to build community service wisdom
- Apply course learnings in a real-world community service experience

To receive a course certificate, participants will be required to produce a 30-40 page journal, case study, research paper or project in another form of equivalent scholarship and depth on personal self-awareness experiences relating to the theory.

## Ann Marie MacDougall - Founder And President

Ann Marie is a life strategist who demonstrates transformation by example. She began her career in the Canadian Banking Industry where she successfully managed national and diverse teams in multi-cultural, multi-generational and multi-channel environments. She inspires leaders to contribute well beyond their perceived limits and to rally around a strategy that demonstrates values, business ethics and generates measurable bottom line impact.

Ann Marie's passion is to help leaders and teams see a bigger picture perspective on complex challenges and to identify solutions to overcome them. Her goal, through LeaderBoom Inc., is to support organizational leaders to actualize their full potential by presenting a road map for inner sustainability, and by aligning their behaviors to essential human values. She has an MBA from The Rotman School of Management in Toronto where she received the Directors Award for Women Managers and a global eMBA from St. Gallen University in Switzerland.



*"The propensity to actualize full performance potential increases when individuals become self-aware of their unique passions and purpose."*

- Ann Marie MacDougall, MBA, eMBA,  
Founder and President, LeaderBoom Inc.

We look forward to discussing how we can apply our global leadership consulting, coaching and development expertise to support your growing organizational needs. Please contact us via the following methods for enquiries about our services.

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